

Message Text

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UNCLAS BRUSSELS 04372

LONDON FOR WILLIAMSEON,COMMERCE FOR FIELD

E.O. 11652: N/A

TAGS: BTIO,BPRO,BE

SUBJECT: REVERSE INVESTMENT OPPORTUNITY- FRERE BOURGEOIS COMMERCIALE,
SA

1. BELGIAN FIRM,FRERE BOURGEOIS COMMERCIALE,WHICH
MANUFACTURES AND SELLS FINISHED STEEL MILL PRODUCTS IS INTERESTED
IN ESTABLISHING JOINT VENTURE WITH AMERICAN FIRM WITH VIEW TO
BUILDING OR PARTICIPATING IN EXISTING "MINI-MILL".
ANOTHER OPTION WOULD BE JOINT VENTURE IN SETTING UP IRON AND STEEL
SERVICE CENTER. THIS BELGIAN FIRM HOPES TO PARTICIPATE WITH
AMERICAN FIRM WHICH HAS SOME EXISTING ASSETS AND EXPERIENCE IN
THE SAME FIELD AS FRERE BOURGEOIS,I.E. IRON AND STEEL FABRICATED
PRODUCTS. THE BELGIAN COMPANY STRESSES THAT IT SEEKS NOT JUST
FINANCIAL PARTICIPATION BUT AN ACTUAL PARTNERSHIP IN PRODUCTION AND
THAT IT CAN BRING TO THE VENTURE A SUBSTANTIAL DEGREE OF KNOW-
HOW.

2. EXPORT MANAGER,MR JACQUES SCORY,TOLD EMBASSY THAT
AS CONCERNS PARTICIPATION IN IRON AND STEEL MINI-MILL,
HIS COMPANY WAS THINKING ALONG LINES OF TYPES OF PLANTS
OWNED BY FLORIDA STEEL COMPANY. THESE MILLS PRODUCE
FINISHED PRODUCTS IN SMALL SIZE RANGE WITH ANNUAL
PRODUCTION OF ABOUT 150,000 TONS TO A MAXIMUM OF 400,000
TONS WITH REGARD TO IRON AND STEEL SERVICE CENTERS,
FRERE BOURGEOIS HAS IN MIND WAREHOUSING FACILITIES
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WHICH STOCK IRON AND STEEL FABRICATED PRODUCTS AND WHICH

HAVE SOME CUTTING,FOLDING AND OTHER LIMITED PROCESSING
EQUIPMENT.

3. IN GLOBAL TERMS FIRM IS CONSIDERING INVESTMENT IN GENERAL RANGE
OF DOLS 10,000,000. IT ASKS THAT ITS INTEREST
IN INVESTMENT IN UNITED STATES BE TREATED WITH CONDIDENTIAL
DISCRETION. ACCORDINGLY,NO OPEN PUBLICITY SHOULD BE
GIVEN TO ITS INTEREST.

4. FRERE BOURGEOIS WHICH WAS FOUND IN 1832 IS CAPITALIZED
AT ONE BILLION BELGIAN FRANCS.IT GROUPS SEVERAL COMPANIES IN
CHARLEROI AREA AND IS CLOSELY ASSOCIATED WITH THE
STEEL FIRM LAMINOIRS AND USINES DU RUAU. FRERE BOURGEOIS
ENJOYS A GOOD REPUTATION.

5. INTERESTED FIRMS SHOULD CONTACT:
MR. JACQUES SCORY.
EXPORT MANAGER
FRERE BOURGEOIS COMMERCIAL,S.A.
HERMES BUILDING
B 6000 CHARLEROI
TELEPHONE: (31-00-50)
TELEPRINT: FRERE B 51223, 51236
CABLE: FREBOURG CHARLEROI
FIRESTONE

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